

AUTOMOBILISTS ARE GETTING READY FOR BIG SPRING TOURING SEASON

NEW WILLS CAR
ARRIVES THIS WEEK

Edwin Jackson Will Open
Broadway Showroom With
Exhibit on Thursday.

Edwin B. Jackson announces the introduction of the Wills Sainte Claire motor car for display at 1874 Broadway on March 10. A chassis, touring car and roadster will constitute the exhibit. Deliveries to the public start about the middle of March.

Mr. Jackson, who was formerly president of the Packard Motor Car Company of New York and then vice-president of the Wills Overland Company, has just organized the Wills Sainte Claire Company of New York, and will distribute the product of C. H. Wills & Co. of Marysville, Mich., throughout the northern half of New Jersey, also Brooklyn, Long Island, New York city and New York State, up to and including Syracuse, and the State of Connecticut with the exception of New London. It is his intention to establish a chain of stores in the larger centers.

Concerning his connection with this new product, Mr. Jackson makes the following comment:

"When I learned about a year and a half ago that C. Harold Wills intended to



EDWIN B. JACKSON.

build a motor car I was immediately interested. I have known Mr. Wills for a number of years and am familiar with his history. He was probably the highest salaried executive in the industry and amassed a very substantial fortune of several millions.

"From the earliest days of the industry Mr. Wills has been prominently identified with the development and refinement of the motor car in America, and

always in a position where his natural inventive genius and remarkable instinct and ability had full play. Over a period of sixteen years, between 1903 and 1919, he was chief engineer and manufacturing manager for the largest automobile company in the world, and designed every model built by that concern. He went further, and so organized the production methods that the output reached the stupendous total of a million cars per year, a feat hitherto believed impossible, and never since equaled by any other company.

"During the war Mr. Wills's knowledge and experience proved invaluable, when an enormous daily production of Liberty motors became imperative. He found the materials, furnished important designs, arranged manufacturing methods and perfected an organization which accomplished an output of aircraft motors that was unequalled by any other plant.

"Mr. Wills is also recognized as one of the foremost commercial metallurgists and industrial chemists in the United States. He was largely responsible for the development of Vanadium steel for commercial use, and it was he who developed and perfected Molybdenum steel for motor car construction. The Wills Sainte Claire is the first Molybdenum steel car to be placed on the market.

"Molybdenum steel is stronger and tougher than any other steel, and resists shock and vibration to an astonishing degree. Its peculiar qualities, applied to motor car construction, make possible a car possessing greater strength and durability than can be obtained by the use of any other alloy. Because of its light weight it is economical in the use of gasoline and saves time.

"Mr. Wills also possesses that quality of building up a harmonious organization of men, experts in their line, and the entire atmosphere throughout the plant indicates efficiency and cooperation. The workmen all take pride in producing the best that is in them.

"Not only is he efficient in those things mechanical, but he also has an artistic temperament, and as a result his designs are more than pleasing to the eye and his car presents a very satisfactory appearance.

"He has shown his broad grasp of the labor question by the organization of the industrial town of Marysville, where he purchased over 4,000 acres of land, and the development of this town reads like a story from the Arabian Nights.

"Eighteen months ago engineers arrived and began to survey street lines and factory sites in the pastures and woodlands. Little more than a year ago, the 4,200 acres included in Marysville still presented the appearance of an ordinary farming community, with fields, fences, lanes and ditches as yet undisturbed.

"Now the fields have been replaced by the home sites of the new Marysville: miles of streets have been opened for traffic; sewers and water mains have replaced the old farm drains, and the soil which so recently produced grains and vegetables has already put forth a crop of modern dwellings and extensive factory buildings.

"The plant is completed; approximately 1,000 men are at work, and finished product is being shipped from the factory daily.

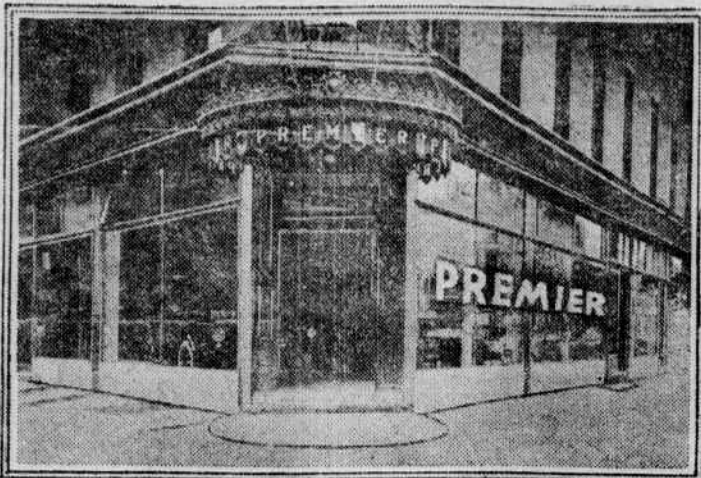
"I consider it a great privilege to be associated with a man and an organization of this standing and with a product of such quality as I know the Wills Sainte Claire car to possess."

NEW GLOBE TIRE MANAGER.

The Globe Rubber Tire Manufacturing Company announces the appointment of Walter C. Singer as manager of the entire metropolitan district.

Mr. Singer, who has heretofore been district manager of Brooklyn and Long Island, will now have charge of both the Brooklyn and New York branches and the territory of New York city and Connecticut and northern New Jersey.

Premier on Private Display



FALLING to get space in the armory where the Brooklyn Automobile Show is being held, the Donahue Motors Corporation is holding an unusual private display of the high class Premier cars in their showrooms at 1292 Bedford avenue, at the corner of Fulton street. The Premier headquarters are only two blocks from the armory and arrangements have been made to give all visitors personal attention in going

over the fine points of the various models. Open and closed cars will be shown and there will be an opportunity for those interested to get a real instructive "close up" of the Premier's famous aluminum motor and its remarkable magnetic gear shift.

George J. Donahue, a practical and successful automobile man, has arranged several little "surprises" that will give the mechanically inclined plenty to think about and to talk about.

AUTO INDUSTRY COMES BACK.

Peerless Representative Enthusiastic Over the Upward Trend.

Referring to some of the opinions of the automobile industry at the present time expressed by many well known persons, Jack Abbott, treasurer of the Lewis-Abbott Motors, Inc., the Peerless eight cylinder representative in Brooklyn, takes a very optimistic view of things in general.

Mr. Abbott says: "In every period of business depression that has come since the automobile became a factor in the industrial life of America it has been the automobile that was the first to come back, and in the present situation history is repeating itself once more.

When the automobile business is back to normal general business will be good, and we are confidently looking forward to an early resumption of good times throughout the United States. Very few people have any idea of the interdependence that exists between the automobile business and business in general.

"The ramifications of the motor car industry are unending and the manufacturing of automobiles has an important bearing on most every other line of industrial endeavor.

"The materials used in the making of open and enclosed cars run through most every line of industry and the automobile business has assumed such huge proportions that it cannot help having its effect on other businesses.

"Right here in the East are many cotton mills that depend entirely upon the tire industry for their success. The making of fabric for tires is a big industry in itself, and when the tire manufacturing plants find that the impetus of spring business is sending orders to the factories in Akron and elsewhere the entire textile industry will benefit thereby.

"This again there is the cloth and upholstery used in enclosed cars, which means more business for Eastern mills. All along the line it is the same way. The revival of the motor car industry

means a corresponding demand for steel, rubber, glass, hardware and metal goods, paints and varnish and many other raw materials and manufactured articles.

"The automobile business and general business go hand in hand, and now that the automobile business has come out of its period of depression other lines of business will promptly follow suit."

BUICKS ARE IN DEMAND.

Branch Manager Corwin Sees Resumption of Buying.

Manager Corwin of the Buick branch in Brooklyn is one of the real optimists across the bridge. He says that during the past few weeks he has seen a decided change on the part of the public toward buying. He has received many orders for Buicks, which leads him to believe that the company is going to have another big year in his territory.

Commenting on the situation, Mr. Corwin said:

"Of course we are fortunate in having a very popular car to sell, but aside from that I believe the general signs mean better things for the entire trade.

"It is very important for prospective Buick owners to get their orders in early or they will be disappointed in the delivery date."

THE MOTORCYCLE
HIGHWAY PATROL

Proves Most Efficient Organization for Meeting Requirements of 'Rush Calls.'

A force of State police, mounted on motorcycles patrolling the main highways of New Jersey, is the recommendation of a committee of citizens appointed by Gov. Edwards to investigate means by which to combat the lawlessness that is pervading different parts of the State. This motorcycle squad will be in communication with stations along each route so that instant action may be taken as soon as a holdup or murder is committed.

Following in the footsteps of New York city, Philadelphia, Boston and Baltimore, all of whom increased their motorcycle squads as a means of curbing lawbreakers, the New Jersey Gov. committee suggests the motorcycle as the most efficient and economical vehicle for the work in hand.

The report as submitted to Gov. Edwards is as follows:

"That a State Intelligence Department be organized, upon which county prosecutor of peace, police chiefs and municipal executive officers may call for experienced operatives for the securing of evidence and the detection of crime.

"That a force of State patrolmen, mounted upon motorcycles, be organized to combat criminals and patrol the State highways, cooperating with county and municipal forces.

"That there be mandatory legislation for the installation of county signal stations at all important points on the highways and that all of these departments be under the supervision of the State Highway Department or the Motor Vehicle Department."

Director of Public Safety William F. Brennan of Newark urges motorcycle mounted officers or none at all. This live wire police official has had plenty of experience with his own motorcycle squad in Newark that numbers thirty-two machines, all of which are in service sixteen hours daily.

Commissioner Brennan favors motorcycles for their mobility, permitting manning of men at remote points in the State at short notice; also, because the motorcycle can match speed with the most powerful racing cars, some of which have been used in daring holdups in the State recently. With a band of yeags travelling in a powerful auto there are few cars that could keep the tail light of the fugitive's car in sight, whereas the motorcycle can cope with excessive speed when driven by efficient men.

Just as Uncle Sam found the motorcycle indispensable, the various States

and municipalities are awakening to the fact the motorized two wheeler has possibilities for police work that no other motor vehicle possesses.

STEWART TRUCKS IN BYIN.

Big Headquarters Are Opened Across the Bridge.

With the opening last week of the Stewart motor truck salesrooms and service station at 1046 and 1048 Atlantic avenue, Brooklyn, under the management of Ruth & Mathews, a new policy of retailing and service for these popular motor trucks in Brooklyn, is announced. The three sales rooms heretofore maintained in various parts of Brooklyn have been changed and all sales and service will be, in the future, centralized at the above address, and on a safe commensurate with the quality of Stewart trucks and demands of Stewart truck owners.

The new show rooms are designed for the adequate display of all models of Stewart trucks, with spacious offices for the firm's sales staff and executives, but special attention has been devoted to the service end, with the view of meeting both the smallest and greatest needs of Stewart owners, following closing the plans and policy of the big New York Stewart plant, so successfully inaugurated by Eugene P. Herrman, president of the Stewart Eastern distributing firm on West Fifty-seventh street.

The station is equipped with the most modern devices to meet any emergency, and is stocked with every part entering into the construction of every Stewart model, from bodies, motors, axles and springs down to the smallest nut.

Both Arthur J. Ruth and Henry R. Mathews, who head the new firm, have had wide and practical experience in the motor truck industry and enjoy popularity and executive capacities that argue well for the new venture.

HE DISCUSSES SERVICE.

Chandler Dealer Tells of His Successful Plan.

"It is not difficult to sell Chandler cars to intelligent and motor wise people," says T. C. Farrell of the Farrell Auto Company of Brooklyn. "It is, however, sometimes difficult for us to make people realize how hard we are trying to follow up each purchaser with a service of such a character that every Chandler owner becomes a friend, and every friend becomes a booster.

"The Chandler six, like any other self-propelled vehicle, needs service. Our aim is to give the best service in the land. We do not treat our Chandler owners merely as customers but members of our family—we want to keep them sold on the Chandler. A look into our repair order files would convince you that they do come again. The Farrell Auto Company has been in the business long enough to appreciate satisfied customers. We prize them as our best asset."

Cleaning Corroded Terminals.

Corroded terminals are one of the most frequent causes of ignition trouble and it is not generally known that the best agent for cleaning them is a strong solution of washing soda. After the corrosion has been removed and the terminals dried grease the parts well with cup grease or vasoline.

Cause of Missing.

A not frequent cause of spasmodic engine missing is either moisture or grease on the ignition distributor face. The current passes across the surface of the water or oil, instead of pursuing its proper course. It is a good plan to give the distributor a cleaning at frequent intervals.

CHEVROLET
"For Economical Transportation"

CHEVROLET "FB 50" Touring Car is complete in every essential. It has proved its ability to fulfill every transportation requirement.

Its value is increased by its low price and its unusual economy of operation.

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Chevrolet "FB 50" Touring Car, \$1,345, f.o.b. Flint, Mich.

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THE MOST BEAUTIFUL CAR IN AMERICA

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WE have stated on several occasions that our new seven passenger "Lakewood 6-66" is a car without a legitimate competitor.

By that we mean that it very distinctly outclasses every car in its own price field.

By that we mean that it can be compared with only the finest and most expensive motor vehicles on the market.

This is a board statement—very important if true, and very important if founded on anything less substantial than facts.

But we are sure of our facts and the time is at hand when you can confirm them.

We suggest that you visit our showrooms and compare the "Lakewood" with any car—at any price—and form your own conclusions.

6-66 Lakewood Seven-Passenger Touring Car
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Not only because it proved supreme performance by establishing the records for speed, hill-climbing, acceleration and endurance. All these are easily dominated by the exclusive Super-Six motor, that adds 72% to motor power.

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